

Claims

1. A method for providing an electronically virtualized server operating an IMS (Integrated Media Site) on a host device, the method comprising:

providing a mass storage media on which the electronically virtualized server, software is stored and from which the Integrated Media Site (IMS-BB) can be loaded on a host device, wherein said electronically virtualized, Integrated Media Site (IMS-BB) software includes software code for:

electronically virtualizing a web browser (eX-Browser), on the host device, for receiving content from a electronically virtualized server (VSMS);

electronically virtualizing the web server (VSMS), on the computer, for providing HTML pages to the web browser and searchable content to a search engine; and

providing the search engine to search content on the electronically virtualized server (VSMS) and provide the results to the electronically virtualized web browser (eX-Browser).

2. A method as in claim 1 wherein said electronically virtualized, Integrated Media Site (IMS-BB) software further includes software code for:

providing an audio and video capability for playing files from the electronically virtualized server(VSMS).

3. A method as in claim 1 wherein said electronically virtualized, Integrated Media Site (IMS-BB) software further comprises E-Commerce software code for generating purchasing orders.

4. A method as in claim 3 wherein said E-Commerce software code further contains software code for:

- providing a product search capability;
- providing a shopping cart construct to contain customer purchases prior to ordering;
- providing credit card processing; and
- providing an ordering facility for communicating completed orders to one or more merchants.

5. A method as in claim 4 wherein providing an ordering facility for communicating completed orders to one or more merchants comprises, providing a purchasing order to be sent via the Internet, providing a purchasing order to be sent via a cable modem, providing a purchasing order to be sent via a telephone line, providing a purchasing order to be sent via a digital subscriber line, providing a purchasing order to be sent via radio link, providing a purchasing order to be sent via fax or providing a purchasing order to be mailed.

6. A method as in claim 1 wherein electronically virtualizing the web server (VSMS), on the host device, in providing HTML pages to the web browser further comprises; retrieving graphics files from the electronically virtualized server(VSMS); and retrieving CGI commands from a second host device.

7. A method as in claim 1 the second host device is a web server computer system.

8. An article of manufacture comprising a mass storage media on which electronically virtualized, Integrated Media Site (IMS-BB) software is stored and from which the electronically virtualized, Integrated Media Site (IMS-BB) software can be loaded on a host device wherein said electronically virtualized, Integrated Media Site (IMS-BB) software includes software code for:

electronically virtualizing a web browser (eX-Browser), on the host device , for receiving content from a electronically virtualized server(VSMS);

electronically virtualizing the web server (VSMS), on the host device , for providing HTML pages to the web browser and searchable content to a search engine; and

providing the search engine to search content on the electronically virtualized server (VSMS) and provide the results to the electronically virtualized web browser (eX-Browser).

9. An article of manufacture as in claim 8 wherein said electronically virtualized, Integrated Media Site (IMS-BB) software further includes software code for:

providing the capability for playing audio and video files from the electronically virtualized server(VSMS).

10. An article of manufacture as in claim 8 wherein said electronically virtualized, Integrated Media Site (IMS-BB) software further includes E-Commerce software code for generating purchasing orders.

11. An article of manufacture as in claim 10 wherein said E-Commerce engine includes software code for:

providing a product search capability;

providing a shopping cart construct to intermediately contain customer purchases prior to ordering;

providing payment processing; and

providing an ordering facility for communicating completed orders to one or more merchants.

12. An article of manufacture as in claim 11 wherein providing an ordering facility for communicating completed orders to one or more merchants comprises, providing a purchasing order to be sent via the Internet, providing a purchasing order to be sent via a cable modem, providing a purchasing order to be sent via a telephone line, providing a purchasing order to be sent via a digital subscriber line, providing a purchasing order to be sent via radio link, providing a purchasing order to be sent via fax or providing a purchasing order to be mailed.

13. A method of placing an order for one or more items comprising:

displaying information identifying the one or more items on a user's display, said information stored within a local first mass storage;

receiving a request from a user to purchase one or more items;

receiving order information into a display's onscreen order form, wherein the program and data to receive information into the display's onscreen order form is stored in a second local mass storage;

generating a purchase order for one or more items using the information identifying the item and the information received by the onscreen order form; and immediately opening up an Internet communication link from the 1st host device, immediately ordering the one or more items using the purchase order.

ordering, at a later time, the one or more items using the purchase order.

14. The method of claim 13 wherein the local first mass storage is the same as the second local mass storage.

15. A method as in claim 14 wherein the first and second local mass storage units comprise a local hard disk.

16. A method as in claim 13 wherein the request to purchase each item is a single action.

17. A method as in claim 16 wherein the single action is clicking a confirmation prompt.

18. A method as in claim 13 further comprising placing information identifying the item into a shopping cart model.
19. A method as in claim 13 wherein ordering at a time later further comprises placing an order at a time determined by the user wherein the order is placed at the determined time without action by the user during the determined time.
20. A method as in claim 19 wherein ordering is ordering via the Internet.
21. A method as in claim 19 wherein ordering is via a modem and dial up telephone number.
22. A method as in claim 19 wherein the ordering is ordering via e-mail.
23. A method as in claim 13 wherein the ordering at a later date comprises producing an order on paper and mailing it, wherein the order is received at a later time.
24. A method as in claim 13 wherein the ordering at a later time further comprises sending more than one order to more than one destination.
25. A method as in claim 13 wherein the displaying information identifying one or more items further comprises:

retrieving a search mechanism which is stored locally;
inputting search criteria into said search mechanism; and
retrieving items consistent to the search criteria.

26. A method as in claim 25 wherein retrieving items consistent to the search criteria further comprises:

retrieving data from a local nonvolatile mass storage device;
displaying said data to the user.

27. A method as in claim 26 wherein the displaying said data to a user comprises displaying a graphic file to the user.

28. A method as in claim 26 wherein displaying said data further comprises displaying data in a video format.

29. A method as in claim 28 wherein the displaying said data further comprises displaying video data and accompanying sound.

30. A method as in claim 28 wherein displaying video data further comprises:
retrieving a video player program stored locally;
retrieving video data stored locally; and
playing said video data.

31. A method as in claim 30 wherein playing said video data comprises:
displaying video data, said video data being stored locally; and
providing sound accompanying said displayed video data, said sound data being stored
locally.

32. An article of manufacture, said article of manufacture comprising:
a mass storage medium; and
a program disposed therein mass storage media, said program containing one or more
programs for:

displaying information identifying the one or more items, said information
stored within a local first mass storage;
receiving a request from a user to purchase one or more items;
receiving order information into an onscreen order form, wherein the program
and data to receive information into the onscreen order form is stored in the second local mass
storage;
generating a purchase order for one or more items using the information
identifying the item and the information received by the onscreen order form; and
ordering, at a later time, the one or more items using the purchase order.

33. An article of manufacture as in claim 32 wherein the mass storage media is
optically readable mass storage media.

34. An article of manufacture as in claim 19 wherein the mass storage media is magnetic storage media.

35. An article of manufacture wherein the mass storage media is a semiconductor device.

36. An article of manufacture as in claim 19 wherein said program contains all elements necessary to produce an E-Commerce shopping experience without obtaining data from any secondary source.

37. A method for providing profile information on a host device, the method comprising:

providing an interactive media site;

recording and storing user inputs to the interactive media site;

computing a user statistic based on the user inputs to the interactive media site; and

storing the statistic on a non-volatile storage device on the host device.

38. A method as in claim 37 wherein the computing of a user statistic may comprise computing how long a user remains on a particular Interactive Media Site page, computing how many times a user visits a particular interactive media site page or computing how many times a user traverses a particular interactive media site page

39. A method as in claim 37 wherein non-volatile storage device on the host device comprises a hard disk.

40. A method for updating an interactive media site on a host device, the method comprising:

receiving update data from an external server using a background task;
accumulating the update data within the host device;
providing access to the additional data within the host device only when all of the additional data is resident and usable on the host device.

41. A method as in claim 40 wherein receiving update data from an external server comprises receiving data coupled into a cable modem, wireless device, telephone modem or digital subscriber line by the external server.

42. A method as in claim 40 wherein accumulating the update data within the host device comprises storing the update data in RAM (Random Access Memory) within the host device.

43. A method as in claim 40 wherein providing access to the additional data within the host device only when all of the additional data is resident and usable on the host device comprises providing clickable links in the interactive media site which access the additional data.

44. A method as in claim 40 wherein providing access to the additional data within the host device only when all of the additional data is resident and usable on the host device comprises providing at least one pop up display in the interactive media site comprising the additional data.

45. A method as in claim 40 wherein providing access to the additional data within the host device only when all of the additional data is resident and usable on the host device further comprises; and

providing at least one additional display item, comprising additional data, on at least one interactive media page site.

46. A method for targeting user's attention on an interactive media site on a host device, the method comprising:

computing a local profile within the host device;

transmitting the local profile to an external server;

analyzing the profile;

selecting an advertisement, product, or service based on the local profile;

transmitting the advertisement, product, or service to the host device;

receiving the advertisement, product, or service using a background task in the host device; and

providing the advertisement, product, or service to a user of the host device when the entire advertisement, product, or service has been received into the host device.

47. A method as in claim 46 wherein computing a local profile within the host device further comprises:

providing an interactive media site;

recording and storing user inputs to the interactive media site; and

computing a user statistic based on the user inputs to the interactive media site.

48. A method as in claim 46 wherein transmitting the local profile to an external server further comprises:

coupling the local profile into a background task; and

transmitting the local profile to the external server using the background task.

49. A method as in claim 46 wherein providing the advertisement, product, or service to a user of the host device further comprises providing a pop up advertisement, product, or service.

50. A method as in claim 46 wherein providing the advertisement, product, or service to a user of the host device further comprises providing a pop up advertisement, product, or service when a user accesses a page on the interactive media site related to the local profile.

51. A method as in claim 46 wherein providing the advertisement, product, or service to a user of the host device further comprises providing at least one new entry on an interactive media site page related to the local profile.

52. A method as in claim 46 wherein transmitting the local profile to an external server further comprises:

coupling the local profile into a background task; and

transmitting the local profile to the external server using the background task.

54. A method for providing a user's shopping and viewing profile on an Interactive Media Site displayed on a host device, the method comprising:

monitoring user inputs, at the host device, to the interactive media site;

computing a user statistic from the user inputs to the interactive media site; and

displaying the user statistic on the host device.

55. A method as in claim 54 wherein monitoring user inputs, at the host device, to the interactive media site comprises recording how often each interactive media site page was accessed by the user.

56. A method as in claim 54 wherein monitoring user inputs, at the host device, to the interactive media site comprises recording how long each interactive media site page was displayed by the user.

57. A method as in claim 55 wherein displaying the user statistic on the host device further comprises arranging links to interactive media sites according to how often each interactive media site page was accessed by the user.

58. A method as in claim 56 wherein displaying the user statistic on the host device further comprises arranging links to interactive media sites according to how long each interactive media site page was displayed by the user.

59. A method for generating income by providing targeted advertising on a host device displaying an interactive media site the method comprising:

profiling, on the host device user preferences in accessing the interactive media site; transmitting the user's profile to a remote server; receiving a targeted advertisement, product, or service, said advertisement, product, or service selected using said users profile, from the remote server; providing the targeted advertisement, product, or service to a user when the complete advertisement, product, or service has been received by the user; and charging a fee for the targeted ad.

60. A method as in claim 59 wherein providing the user's profile to a remote server further comprises:

retrieving a user profile from a non volatile storage on the host device; providing the user profile to a background task within the host device; and transmitting the profile using the background task.

61. A method for generating income by providing a targeted advertisement, product, or service for an interactive media site displayed on a host device, the method comprising:

receiving a profile comprising a user's preference in accessing the interactive media site;
selecting an advertisement, product, or service using the received profile;
transmitting the targeted advertisement, product, or service, to be provided to the user of the interactive media site when it has been received in it's entirety, to the host device; and
charging a fee for the targeted ad.

62. A method as in claim 61 wherein selecting an advertisement, product, or service using the received profile further comprises:

determining how long a user has spent displaying each page; and
targeting advertisements, products, services based on page display time.

63. A method as in claim 61 wherein selecting an advertisement, product, or service using the received profile further comprises:

determining how often a user has displaying each page; and
targeting advertisements, products, services based on the number of page displays.

64. A method as in claim 61 wherein selecting an advertisement, product, or service using the received profile further comprises:

determining how often a user has clicked on an item thereby seeking additional information about the item; and
targeting advertisements, products, services based on the number of item clicks.

65. A method of placing an order for an item displayed on an interactive media site, the method comprising:

under the control of a host device:
displaying information identifying the item on the interactive media site, in response to a single action being performed creating a purchasing order which is sent to a merchant via fax, ordinary mail, wireless interface, local link, telephone modem, cable modem, or a digital subscriber line (DSL).

66. The method of claim 65 wherein the displaying of information includes displaying information indicating the single action.

67. The method of claim 65 wherein the single action is clicking a button.

68. The method of claim 65 wherein the client ordering information is contained within a non-volatile storage on the host device.